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PTQ3775

RELEASED IN PART  
B6, B1, 1.4(D)

PAGE 01 CARACA 03424 01 OF 03 141043Z  
ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
	DODE-00	DOEE-00	SRPP-00	DS-00	EB-00	EXIM-01	E-00
	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----81BCFC 141043Z /22

R 132033Z NOV 98  
FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 2262  
INFO CIA WASHDC  
DIA WASHDC  
NSC WASHDC  
USIA WASHDC 1942  
USDOC WASHDC 3243  
DEPT OF TREASURY WASHDC  
USCINCSO MIAMI FL  
AMEMBASSY BOGOTA  
AMEMBASSY QUITO  
AMEMBASSY LIMA  
AMEMBASSY LA PAZ  
AMEMBASSY MEXICO  
AMEMBASSY GEORGETOWN  
AMEMBASSY PORT OF SPAIN  
USINT HAVANA

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C O N F I D E N T I A L SECTION 01 OF 03 CARACAS 003424

E.O. 12958: DECL: 10/28/08  
TAGS: PGOV, PREL, ECON, EFIN, VE  
SUBJECT: POLLING THE POLLSTERS: DOXA/MORI (REPORT 7 OF 9)

REF: (A) CARACAS 3287, (B) CARACAS 3320, (C) CARACAS 3332, (D)  
CARACAS 3357, (E) CARACAS 3378, (F) CARACAS 3392, (G) CARACAS 3416

CLASSIFIED BY  
1.5 (D)

REASON:

B6

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SUMMARY AND INTRODUCTION: DOXA/MORI  
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UNITED STATES DEPARTMENT OF STATE

CLASSIFIED BY DEPT. OF STATE, L. HEDGBETH, DAS, A/GIS n/a

REVIEW AUTHORITY: OSCAR J OLSON

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CLASSIFICATION: CONFIDENTIAL REASON: 1.4(D)

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DECLASSIFY AFTER: 12 NOV 2023

DATE/CASE ID: 21 JUL 2009 200503654

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2. (U) FOUNDED IN 1979, DOXA IS AFFILIATED WITH MORI-UK, [REDACTED]  
[REDACTED] DOXA IS THE FIRM  
USED IN THE MAJOR LATIN AMERICA-WIDE SURVEYS, SUCH AS THE  
LATINBAROMETER, THE WALL STREET JOURNAL'S MIRROR OF THE AMERICAS  
POLL, AND THE WORLD VALUES SURVEY. DOXA CARRIES OUT EXTENSIVE  
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POLLING IN OTHER LATIN AMERICAN COUNTRIES, ESPECIALLY IN CENTRAL  
AMERICA AND THE CARIBBEAN. ITS CLAIM TO FAME IS BEING THE ONLY  
POLLING COMPANY TO CORRECTLY CALL THE CHAMORRO VICTORY IN  
NICARAGUA'S 1990 PRESIDENTIAL ELECTIONS. A SMALL FIRM OF ONLY 6  
FULL-TIME EMPLOYEES, DOXA HIRES INTERVIEWERS ON A PART-TIME BASIS  
FROM THE AVAILABLE LABOR POOL AND FOCUSES ALMOST EXCLUSIVELY ON  
ELECTION POLLING. [REDACTED] CLAIMS TO HAVE NEVER MISSED AN ELECTION  
CALL AND WE HAVE FOUND NO INFORMATION TO DISPUTE THIS CLAIM. DOXA  
IS ALSO THE FIRM THAT HAS BEEN HIRED BY NATIONAL ELECTORAL COUNCIL  
(CNE) TO AUDIT THE VOTER LISTS. [REDACTED] THAT THIS EFFORT IS  
NOWHERE NEAR COMPLETION BECAUSE OF CNE'S DISORGANIZATION. END  
SUMMARY.

B1

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METHODOLOGY  
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3. (U) DOXA IS PRESENTLY NOT DOING NATIONWIDE WORK, ALTHOUGH THIS  
MAY SOON CHANGE. DOXA IS EXCLUSIVELY DOING PROPRIETARY ELECTION  
POLLING FOR SEVERAL SOCIAL CHRISTIAN PARTY (COPEI) GUBERNATORIAL  
CANDIDATES. IT IS THE ONLY VENEZUELAN FIRM THAT SPECIALIZES IN  
POLITICAL ELECTION POLLING (DOING MARKET RESEARCH TENDS TO HAVE A  
CAUSTIC EFFECT ON THE QUALITY OF RESEARCH DONE BY OPINION FIRMS,  
AND THUS THIS IS A POINT OF INCREASED CONFIDENCE FOR DOXA.) [REDACTED]

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REPORTS VERY LOW REFUSAL RATES, EXCEPT AMONG THE A/B SOCIO-ECONOMIC GROUP WHICH COMPRISE SUCH A SMALL GROUP IN VENEZUELA THAT THIS GENERALLY DOES NOT PRESENT MUCH OF A PROBLEM. DOXA STRATIFIES THEIR SAMPLE BY REGION, BUT NOT BY SOCIO-ECONOMIC STATUS.

SINCE NO ONE REALLY KNOWS THE SOCIO-ECONOMIC STATUS DISTRIBUTION IN THE VARIOUS PARTS OF THE COUNTRY, FIRMS THAT DO STRATIFY BY SOCIO-ECONOMIC STATUS ARE CONSEQUENTLY LESS ACCURATE.

THEY HAVE USED A SECRET BALLOT BEFORE FOR THEIR VOTE INTENTION QUESTION, BUT HAVE NOT FOUND A LOT OF BENEFIT FROM ITS USE IN PLACE OF THE DIRECT QUESTION.

4. (U) THE GOOD THINGS ABOUT DOXA'S METHODOLOGY:

-- INCLUDES BOTH URBAN AND RURAL AREAS AND MAKES A REAL EFFORT TO GET A GOOD SAMPLE IN THE POOR BARRIOS.

-- USE OF ELECTORAL LISTS MAY GIVE DOXA'S POLLS AN ADVANTAGE OVER

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

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R 132033Z NOV 98  
FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 2263  
INFO CIA WASHDC  
DIA WASHDC  
NSC WASHDC  
USIA WASHDC 1943  
USDOC WASHDC 3244

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DEPT OF TREASURY WASHDC  
USCINCSO MIAMI FL  
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C O N F I D E N T I A L SECTION 02 OF 03 CARACAS 003424

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REF: (A) CARACAS 3287, (B) CARACAS 3320, (C) CARACAS 3332, (D)  
OTHERS, SINCE DOXA IS ONLY INTERVIEWING REGISTERED VOTERS FOR ITS  
ELECTION POLLS.

-- USE OF A MULTI-PROBABILITY SAMPLE, AT LEAST UNTIL THE RESPONDENT  
SELECTION STAGE.

-- PAST RECORD AND EXCLUSIVE FOCUS ON ELECTION POLLING INCREASES  
THE CONFIDENCE LEVEL IN DOXA'S RESULTS.

5. (U) THE BAD THINGS ABOUT DOXA'S METHODOLOGY:

-- USES QUOTAS FOR AGE AND GENDER AT THE RESPONDENT SELECTION  
STAGE.

-- ALTHOUGH THE SUPERVISORS ARE ALWAYS WITH THE INTERVIEW TEAMS,  
THE SUPERVISORS DO NOT ACTUALLY SUPERVISE THE INTERVIEWS UNLESS  
THEY ARE TRAINING NEW INTERVIEWERS AND ONLY DO VERIFICATION IF THEY  
ARE CONCERNED ABOUT A PARTICULAR INTERVIEWER.

--- PLACES ITS VOTE INTENTION QUESTION IN THE MIDDLE OF ITS  
QUESTIONNAIRE, AFTER A SERIES OF MOOD AND CANDIDATE IMAGE QUESTIONS  
THAT COULD INFLUENCE THE VOTE INTENTION RESULT.

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POTENTIAL POLITICAL BIASES: ANTIPATHY FOR SALAS  
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6. (U) DOXA WORKS FOR COPEI

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PEOPLE ARE LIKELY TO SPLIT THEIR VOTES BETWEEN THEY PARTY THEY SUPPORT ON NOVEMBER 8TH AND DECEMBER 6TH. THE BIG LOSER IN THE NOVEMBER RACES IS SALAS. HE DOESN'T EVEN HAVE A CANDIDATE FOR GOVERNOR IN 12 STATES, AND WILL DO POORLY IN MOST OF THE RACES HIS PARTY COMPETES IN. THIS WILL LEAVE SALAS WITH NO REGIONAL PARTY STRUCTURE TO PULL IN THE VOTES IN DECEMBER.

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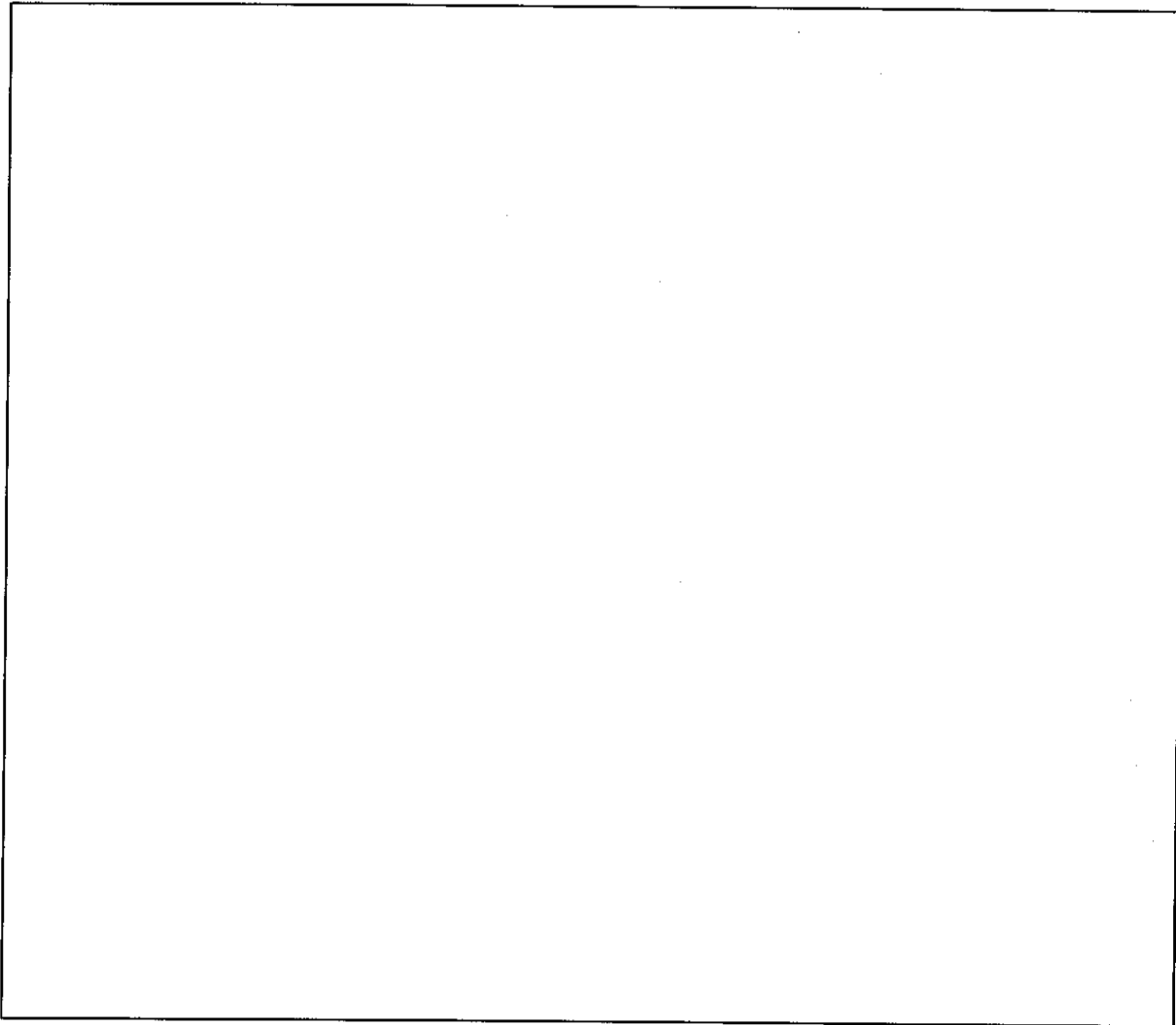
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